

Cosmic: Enhance SE Leadership in Social Enterprise - WORKSHOP SERIES

Workshop Series Title: SOCIAL ENTERPRISE GET DIGITAL!

For latest workshop dates, venues and bookings: <https://goo.gl/gR96qp>



Overview: Digital innovations and their impact on businesses and organisations are around us every day. We can all recognise how swiftly the advent of big data, analytics, cloud computing, social media, and mobile are already overturning conventional ways of doing business. Investing in digital skills is a must for every social enterprise. “The world in 2025 will not resemble the world today with a few incremental tweaks—it will be transformed by advances in digital technology that are already well under way. Organisations planning for the future based on today’s circumstances are likely to find themselves not just outpaced by change, but obsolete” (NPC, “Tech For Common Good”, 2015).

Social Enterprise Get Digital! workshops are designed to develop the digital skills of people working in the social enterprise sector. In each session, learners will explore a different aspect of digital within the business, and have the chance to gather knowledge, acquire new skills and reflect on current practises. The workshops provide a safe space to reflect on your business, and the role technology and digital can play increasing the efficiency and reach of your social enterprise.

Drawing on examples from social and commercial enterprise, the workshops will enable learners to start to map out a strategy for integrating digital into every aspect of their business - how they deliver services, communicate with stakeholders, manage resources, plan ahead to be an agile and flexible social enterprise operating in a swiftly changing environment.

These workshops are free to Social Enterprises. Attendees registered through the Enhance Social Enterprise (Enhance SE) programme can also benefit from business mentoring, picking up on some of the themes addressed in this and other forthcoming workshops.

Workshop 1 - Digital Marketing for Social Enterprises

In a world increasingly reliant on sharing news and information through digital channels, how do social enterprises get their message across, and how do they make sure they are reaching the people they need to – customers, partners, investors and others?

This workshop will help participants:

- identify the elements needed to develop a successful digital marketing strategy;
- take an overview of different different social media platforms, search engine optimisation and analytics;
- hear about the latest digital marketing tools and tactics;
- and explore how to be more productive with digital marketing (including automation tools).

It will draw on social enterprise case studies and latest best practise, and provide some useful tools and tips for those getting to grips with digital marketing.

Workshop 2: Show Me The Online Money!

Shaking the bucket and village fetes still have their place in raising funds and engaging supporters, but increasingly fundraising happens online and has the potential to create great reach and return. Where to start though?

This workshop will help participants:

- explore the range of platforms, apps and services currently available for digital fundraising (including online giving, crowdfunding, community share issues);
- understand how to plan and run a digital campaign;
- and identify the steps need to run an effective donor engagement campaign.

It will draw on social enterprise case studies, best practise and the latest thinking around digital fundraising, and provide some useful tools and tips for those in fundraising roles.

Workshop 3: How Productive Is Your Social Enterprise?

How any organisation functions and communicates, internally and externally, has a direct correlation with productivity levels. Research has shown that, individually, up to 2 hours a week is lost through poor systems and operations within organisations. How can we improve organisational and personal productivity through use of technology and redirect that towards business growth and achieving more social impact.

This workshop will help participants:

- explore operational IT and digital platforms;
- compare cloud vs desktop/server applications;
- consider a cost-savings review and audit;
- and identify opportunities for digital systems to support improved organisational and personal productivity in social enterprises.

It will draw on social enterprise case studies, best practise and the latest thinking about digital productivity, providing some useful tools and tips to take away.

Workshop 4: Digital Future Trends - What's Your Strategy?

In a fast-changing environment, what future trends, new technologies and legislation do social enterprises need to be aware of and respond to? What's coming up on the horizon and how can social enterprises use it to their advantage?

This workshop will help participants:

- discover what's new in the world of apps and cloud solutions;
- explore the latest website trends;
- learn about GDPR and cyber-security issues;
- and identify the current and upcoming social media platforms.

It will draw on latest thinking about digital and technological innovation, and provide some useful tools and tips for those planning for the future.

Audience: These workshops will appeal to staff within social enterprises with an interest in systems, productivity, digital and technology, whatever the size of the organisation. This may include team leaders, project leaders, CEO's, but not exclusively.

Cost: These workshops are FREE to social enterprises registered on the Enhance Social Enterprise ERDF Programme. Registering for the programme entitles eligible social enterprises to access up to 12 hours of support (through workshops and tailored mentoring), aimed at enabling social

enterprises to grow their skills and expertise, and in doing so, grow their social business. All attendees will need to complete a short online registration form before attending the workshops.

The link to the form can be found here: <https://www.heartofswgrowthhub.co.uk/gsp-apply/>. If not already working with another Enhance SE partner, please ensure, after the “Are you a social enterprise” question, that you add in the notes: “Please refer straight through to Enhance SE Support - Cosmic”.

Helen Vines, August 2017

Enhance SE

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